Goals & Objectives

What are goals, objectives, and strategies?

- Goals are general guidelines that explain what the community wants to achieve. Goals are usually long-term and represent global visions such as "protect the city's natural resources." Goals define the "what," "why," and "where," but not the "how." Identifying obstacles to overcome is also useful in defining goals.

- Objectives identify the milestones that mark progress in achieving goals and provide more of the "how" goals will be implemented. For example, with a goal of "protect the city's natural resources," an objective to "maintain the city's tree cover" is something that may be measured and tracked over time.

- Action items are more specific and define the steps to accomplish objectives and attain the identified goals. The most effective action strategies will include who will tackle that task and when it should be accomplished. For the above example objective of maintaining tree cover, one action strategy might be: "Using the city's GIS data, map the current tree cover in the city." This may be assigned as a staff item to be completed within one to three years.

Within each category, the goals are presented in clear, concise bullet points that address the following:

- What do we want?

- Why?

- Where? (Note: generally, the goals that follow apply throughout the city, but the question is included here as a guide for the future; some goals may apply in specific areas of the city)

- What are the potential obstacles or related considerations that may impact achieving the goal

The following goals incorporate the priorities identified throughout the planning process, as previously noted.

COMMUNITY CHARACTER

HOUSING

COMMERCIAL & INDUSTRIAL DEVELOPMENT

PUBLIC SERVICES & FACILITIES

TRANSPORTATION

What do we want?
An authentic positive identity for the city that is reflected in residential neighborhoods as well as along commercial corridors.

COMMUNITY CHARACTER

Why?

- A positive identity for the city provides a sense of community and belonging for residents and businesses.

- A positive image and identity for the city helps support local businesses and attract new businesses.

Where? Throughout the city

Potential obstacles/related considerations?

- Physical improvements to the appearance of the city require public and private investment.

- Outside perception of the city takes time to change.

Community Character Planning Objectives:

1. Enhance the city's commercial corridors to support walkability and improve community identity.

2. Improve communication between residents, the City and businesses.

3. Promote the city's positive identity in the region.

4. Promote the use of quality building design and materials to enhance the appearance and long-term maintenance of new development.

5. Protect established neighborhoods and business districts from the potentially negative impacts of development, including noise, traffic, waste, odor, and other nuisances through effective and thoughtful site and building design.

What do we want?

Attractive, safe, quiet and well-maintained neighborhoods; a diversified range of housing for people of all ages and abilities; and active neighborhoods that promote community connectedness.

HOUSING

Why?

- Safe housing in walkable environments allows older residents to "age in community."

- Attractive, walkable neighborhoods close to destinations appeals to younger residents and families.

- Ensure sufficient equitable housing for lower income residents.

Where? Throughout the city

Potential obstacles/related considerations?

- All housing should be safe and well-maintained.

- Residents looking for larger, "move-up" housing may not find it in the city.

- Zoning regulations should support housing types desired by current and future residents.

Housing Objectives:

1. Encourage maintenance of and reinvestment in existing neighborhoods.

2. Ensure that infill and redeveloped residential properties are compatible with the surrounding area and adjacent parcels.

3. Provide a diverse range of housing options that meet the affordability, maintenance, and lifestyle needs of current and future residents.

4. Support neighborhoods by improving walkability and access to goods and services.

What do we want?

Thriving local businesses and an employed workforce; a convenient
selection of goods and services; and a diverse tax base with a resilient economy.

COMMERCIAL & INDUSTRIAL DEVELOPMENT

Why?

- Provide meaningful, well-paying jobs for residents.
- Provide entry-level jobs for younger residents.
- Offer access to local goods and services for residents.

Where? Throughout the city

- Local goods and services should be accessible locally.
- Regional employment should be accessible to regional transportation facilities.

Potential obstacles/related considerations?

- Outdated commercial and industrial buildings may not meet the needs of current and future businesses.
- Transportation options may limit the ability for workers to reach businesses.
- Economic activity should be compatible with residential areas in terms of noise, traffic, lights, upkeep, and other nuisances.

Commercial & Industrial Development Objectives:

1. Encourage entrepreneurship and growth for diverse businesses of all sizes to promote a balanced local economy.

2. Provide incentives and flexible zoning mechanisms for commercial and industrial property owners and tenants to upgrade existing commercial and industrial sites.

3. Promote the mix of commercial, office, and industrial uses in a way that fosters collaboration and business growth, while creating a desirable environment for the local workforce.

4. Promote walkability by ensuring sufficient local destinations for goods and services.

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What Do We Want?

Recreation facilities and programming that meet the needs of and are accessible to all residents; well-maintained infrastructure that meets the needs of current and future residents, businesses and visitors; and excellent public services that meet the health, safety and welfare needs of the community.

PUBLIC SERVICES & FACILITIES

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Why?

- Provide access to recreation facilities and programming that is essential to building a socially and physically healthy community.

- Plan for and budget resources for infrastructure expenditures that are likely to grow over time as neighborhoods age.

- To provide a high level of service to city residents, including responsive, well-equipped emergency services

Where? Throughout the city

Potential obstacles/related considerations?

- Increasing costs of repair and replacement of infrastructure

- Additional resources will be needed to maintain aging parks and recreation facilities, while potentially adding and/or expanding facilities, amenities and programs

Public Services & Facilities Objectives:

1. Expand the range of recreational opportunities and facilities in Madison Heights in accordance with residents' needs and abilities.

2. Continue to seek opportunities to share facilities with other public and quasi-public agencies such as the school districts and non-profit organizations and institutions.

3. Replace aging infrastructure as necessary, with technologically advanced, state-of-the-art infrastructure and materials.

4. Evaluate Police and Fire facilities on a regular basis to determine whether modifications or additions are needed to serve the existing population and new development.

5. Continue to cooperate with surrounding communities and the County to provide public services.

6. Keep recreation and capital improvement plans up to date.

What Do We Want?

An efficient and safe multi-modal transportation network that offers mobility options to residents of all ages and abilities.

TRANSPORTATION

Why?

- To improve traffic safety

- To reduce traffic congestion by offering non-motorized options for local travel

- To appeal to residents and businesses looking for a community with a variety of transportation options

- To provide transportation choices that improve independence for residents of all ages and abilities

- To improve community health by encouraging non-motorized travel

Where? Throughout the city

Potential obstacles/related considerations?

- Current land use pattern dictates motorized travel

- Current road design supports motorized travel

Transportation Objectives:

1. Promote the use of accepted traffic calming and access management techniques that make all travel safe and efficient.

2. Provide a safe, efficient non-motorized pathway system that provides links to various land uses throughout the city that gives residents choices about their modes of travel.

3. Promote public education about roadway planning and decision making to help residents and property owners understand the short- and long-term goals of transportation projects.

4. Require transportation infrastructure decisions that support the land use recommendations of the Master Land Use Plan.

5. Explore innovative traffic designs and flexible engineering standards to improve the safety and efficiency of travel for motorized and non-motorized travel.

6. Explore opportunities for alternative transportation methods for those who don't have access to a car.

7. Monitor and plan for future trends in transportation in terms of autonomous/connected vehicles.